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Inside Information

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INSIDE THIS "INSIDE"

Page

Responses coming in from INSIDE INFORMATION circularization, and a REMINDER...	2
Newly-created Forest Service public affairs position filled by Bernie Yee.....	2
Frank Beach, producer and author, spoke at July 16 videoconference forum.....	2
University of Georgia Cooperative Extension Service looking for an editor.....	3
Penn State University launches new home gardening show throughout the state...	3
University of Wisconsin needs three professors for Dept. of Ag Journalism.....	4
Connecticut Cooperative Extension Service names new publications head.....	4
Former Arkansas Cooperative Extension Service editor, David E. Ryker, dies....	4
Tennessee Cooperative Extension Service needs communications specialist.....	5
USDA Forest Service public affairs specialist and staff assistant honored.....	5
Oklahoma State University has opening for public information officer.....	5
Newly elected officers announced by Agricultural Communicators in Education...	6
"Take Pride in America" field manual transmitted to 50 states by E-mail.....	6
USDA's Food Safety & Inspection Service needs a public affairs specialist.....	7
Make your USDA audio teleconferencing plans now for the coming fiscal year....	7
"You've been working for the government how long? I don't believe it!".....	7
Freedom of Information Act now 20 years old; USDA proposes rules change.....	8
USDA Radio Service switches to cassettes, a less costly, better service.....	8

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, D.C. 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

RESPONSES COMING IN FROM 'INSIDE INFORMATION' CIRCULARIZATION

Thanks to all those who have already responded to our circularization of the INSIDE INFORMATION mailing list. Those of you who have not taken time to complete the form on the back page of the June issue, please do so as soon as possible.

The mailing list will be updated before the end of August in order that future issues, beginning with the August issue, will go to the proper offices or individuals, and in the numbers requested.

Several of you have responded about the delays in getting the printed version of INSIDE INFORMATION. For that we apologize, but unfortunately we must rely upon the printer and the mailing service center of USDA to distribute the newsletter to you. We usually send the copy to the printer either on or about the last day of the month. We agree that three weeks for delivery is too long.

We realize that many of the job notices and other short deadline items lose their value to you if you get the printed version of INSIDE INFORMATION after the deadline has passed. Of course, this is the value of receiving the newsletter items via electronic mail, but again, as some of you point out, you may not have access to the Dialcom electronic mail system.

We hope that the day is not too far distant when all ag communicators in USDA, the land grant universities and state departments of agriculture will be linked together electronically for faster, more efficient, communications.

NEWLY-CREATED FS PUBLIC AFFAIRS POSITION FILLED BY YUEN-GI (BERNIE) YEE

Yuen-Gi (Bernie) Yee has joined the Public Affairs Office of USDA's Forest Service to assume the newly-created public affairs position. Yee will work in Public Involvement and Visual Information Branch under chief W. Thomas Harlan, and will provide national leadership for Forest Service audiovisual activities.

Yee was the Air Force's first photo journalist and worked with audiovisuals for the Department of Defense for 26 years. He moves to the Forest Service from USDA's Food Safety & Inspection Service where he had been audiovisual supervisor for public affairs.

(7/2)

FRANK BEACH, PRODUCER AND AUTHOR, SPOKE AT JULY 16 VIDEOCONFERENCE

Frank Beach, president and senior producer for Beach Associates, was the resource person for the last in the current series of "Videoconference Idea Forums," held July 16, at 2:30 p.m. Eastern Time, in the USDA Teleconference Center. The forums have been sponsored by the Video & Film Division of USDA's Office of Information.

Beach and his staff have produced thousands of national and international videoconferences in both the public and private sector. He began his work in public and commercial broadcasting, then moved on into early videoconference work with the Bell System in 1976, some assistance with an AT&T project, the development of his own firm, and a long-lasting working relationship with Biznet, the videoconference arm of the Chamber of Commerce.

Beach, a much sought-after speaker and author, talked in the last session about ways to produce a successful videoconference.

For additional information about the teleconference with Beach, or the videoconference idea forums, call Betty Fleming at (202) 447-5368.

(7/2)

UNIVERSITY OF GEORGIA COOPERATIVE EXTENSION SERVICE LOOKING FOR AN EDITOR

The University of Georgia in Athens, needs an Editor-Visual Communications (Television) for its Extension Communications staff and the Division of Agricultural Communications.

The editor will produce material for and appear on a daily television program covering agricultural topics, work with other staff members in producing television news and feature stories, and produce or assist in producing special television programs.

Some travel is required to work with news sources and television stations. Refer to position #3253, and send applications to: Randall Cofer, chairman, Division of Agricultural Communication, at (404) 542-2561; Dialcom mailbox AGS603.

Applications were due by July 10. The position becomes open August 1.

NOTE: Some job announcements in the hard copy version of INSIDE INFORMATION may reach you too late, but will be timely in the electronic version.

-- Editor.

(7/7)

PENN STATE UNIVERSITY LAUNCHES NEW HOME GARDENING SHOW THROUGHOUT STATE

The Pennsylvania State University's College of Agriculture in University Park, Pa., is reaching large urban audiences through a new radio program.

Commercial stations in every major market in Pennsylvania are broadcasting "The Growing Season," produced by Agricultural Information Services at Penn State. Sixty stations began airing the four-minute program on April 20, and will continue through October 10.

The idea for the new show began in February when several radio stations, looking for information on home horticulture, contacted radio producer Ellen Lahey, who produces a consumer radio series at Penn State.

Ag Information staff recognized an opportunity to reach a new market, and responded by creating a show geared specifically toward urban agriculture.

Most of the information in "The Growing Season" comes from an existing weekly newspaper column that is provided to papers statewide by J. Robert Nuss, professor of ornamental horticulture, and Ag Information Services.

Topics covered on the radio program include when and how to take a soil test, how to control lawn weeds, and how to landscape a yard.

Every week the county Extension offices are informed of "Growing Season" topics via PENmail, the College's in-house electronic mail system.

Each program contains a 60-second public service announcement. Stations have the option of running the PSA with the show, or selling the show to a local advertiser and airing the PSA later. Having the option to sell the program locally helped convince several stations to air it.

It also gives the College a secondary benefit. When a station airs the PSA separately from the program, two different audiences are exposed to a College message.

For further information contact: Ellen Lahey, Dialcom mailbox AGS2014.

(7/8)

U. OF WISCONSIN-MADISON NEEDS THREE PROFESSORS FOR DEPT. OF AG JOURNALISM

The Department of Agricultural Journalism at the University of Wisconsin-Madison, has openings for three assistant professors (one can be an associate professor) based in mass communication theory and research.

Candidates should have research interests in any or a combination of the following areas:

(1) scientific communication processes, including audience processing of scientific information, communication among scientists, and relationships between scientific information dissemination and social change, development or social values;

(2) new technologies and families or consumers, including telecommunications policy, uses of and effects of television, video, computers and other new technologies; or,

(3) public communication campaigns, especially social psychological approaches to targeting, developing, and evaluating the effectiveness of these campaigns.

Qualifications include a Ph.D. in communication or related field and interest in teaching theory and skills courses related to the research areas listed above.

Send three letters of recommendation and a resume to the Search Committee, Dept. of Agricultural Journalism, University of Wisconsin-Madison, 440 Henry Mall, Madison, WI 53706. Send to the attention of Suzanne Pingree, Associate Professor.

Closing date is November 1.

(7/10)

CONNECTICUT COOPERATIVE EXTENSION SERVICE NAMES NEW PUBLICATIONS HEAD

Carole S. Fromer of Cromwell, Conn., has been named acting head of the Department of Agricultural Publications at the University of Connecticut, Storrs. She succeeds John D. Allie, who recently retired.

In her new administrative position, Fromer is responsible for the print, broadcast, graphic and visual communications for the college's extension, research, and resident programs.

Fromer joined the Cooperative Extension Service faculty as a home economist in 1965, and for the last nine years has been State Extension Visual Media Coordinator.

(7/13)

FORMER ARKANSAS COOPERATIVE EXTENSION SERVICE EDITOR, DAVID E. RYKER, DIES

David E. Ryker of Little Rock, a retired editor from the University of Arkansas Cooperative Extension Service, died June 25. He was 78 years old.

Ryker joined the University of Arkansas Extension Service in 1967 and was its editor until he retired in 1976. He had been state chairman of the Farm-City Committee, was national president of the American Association of Agricultural College Editors (former name of today's Agricultural Communicators in Education) in 1964, and received the Award of Merit from Gamma Sigma Delta, an honorary agriculture society in 1973.

He is survived by his wife, Louise, and a son, Dr. David Ryker, Jr.

(7/13)

TENNESSEE COOPERATIVE EXTENSION SERVICE NEEDS COMMUNICATIONS SPECIALIST

The University of Tennessee's Cooperative Extension Service in Knoxville, is seeking a multi-talented person to fill the position of communications specialist in its Extension Communications Section. An emphasis is in educational media.

A qualified applicant should be an excellent writer, experienced in producing and editing educational video and audio visual programs, and should also have the experience and creativity to provide leadership in this program area.

A Master's degree in broadcast communications, media technology or related communications/technology field required.

Three years of hands-on experience in educational video or audiovisual program production are desirable.

Contact: Conrad A. Reinhardt, Communications Section, Agricultural Extension Service, P.O. Box 1071, Knoxville, TN 37901-1071.

For questions regarding the opening, contact Reinhardt at (615) 974-7141.

(7/13)

FOREST SERVICE PUBLIC AFFAIRS SPECIALIST AND STAFF ASSISTANT HONORED

Al Beatty, a public affairs specialist with USDA's Forest Service, has been inaugurated as president of the Washington Film and Video Council for 1987-1988.

The Washington Film and Video Council is an affiliate of film councils throughout the country and is the oldest such organization in the United States.

Gordon Meyer, a public affairs staff assistant with Forest Service, was recently honored by the Northern Virginia Chapter of the American Society of Public Administration.

Meyer received the Chapter's Distinguished Service Award for sustained exemplary contributions to ASPA activities. Among other duties, he holds the positions of secretary and program committee chairman.

(7/20)

OKLAHOMA STATE UNIVERSITY HAS OPENING FOR PUBLIC INFORMATION OFFICER

The Agricultural Information Department of Oklahoma State University at Stillwater, has an opening for a public information officer to write news and feature stories for the press and voice radio reports for Cooperative Extension Service in the areas of home economics and 4-H.

Requirements include a B.S. degree and three years experience and demonstrated skill as a journalist.

Training and experience in both home economics and 4-H, and skill in press, radio, and television are also highly desirable.

Send resume and samples of work to: Charles N. Voyles, Head, Agricultural Information Department, 102 Public Information Building, Oklahoma State University, Stillwater, OK 74078.

Applications will be accepted until a suitable candidate is found.

(7/21)

NEWLY ELECTED OFFICERS ANNOUNCED BY AGRICULTURAL COMMUNICATORS IN EDUCATION

The newly elected officers of Agricultural Communicators in Education (ACE) are: President-elect for 1987-88 and president for 1988-89, Bonnie Reichert, University of Tennessee, and vice president, Jack Sperbeck, University of Minnesota.

Directors-elect are Doris Crowley, University of Delaware, Northeast Region; David King, Oregon State University, Western Region; Leon McGraw, formerly Auburn University, retired; and Jack Eadie, Dow Chemical Company, associate members.

President this coming year is Joe Marks of the University of Missouri. He was installed at the 71st national ACE conference and workshops hosted by Louisiana State University at Baton Rouge, July 12-16.

Marks succeeds 1986-87 president Don Springer of the University of Florida and until recently with Texas A&M University.

Three others were installed as directors: Linda Benedict, University of Missouri, North Central Region; Russell Forte, USDA Office of Information, D.C. Region; and Gary Hermance, University of Florida, Southern Region.

Two others beginning the second half of their two-year terms as directors on the ACE Board are: LaRae Donnellan, University of Vermont, Northeast Region, and Norman Newcomer, New Mexico State University, Western Region.

ACE has over 700 members in the United States and 21 foreign countries. More than 200 members from 36 states, Australia, Canada and the Philippines attended the conference in Louisiana.

Recently elected D.C. Regional officers for 1987-88 are: Karen Stuck, Food Safety and Inspection Service, president; Denver Browning, Office of Information, vice president; Nolan Kegley, Farmers Home Administration, treasurer; and Lillie Vincent Sheehan, Office of Information, secretary.

.(7/22)

'TAKE PRIDE IN AMERICA' FIELD MANUAL TRANSMITTED TO 50 STATES BY E-MAIL

On July 29, a "Take Pride in America" (TPIA) audio teleconference was held via the facilities of the USDA Teleconference Center, operated by the Office of Information's Video and Film Division.

USDA Food and Agriculture Councils (FACs) in all 50 states took part in the audioconference.

The purpose of the conference was to spread the word about TPIA's "Workfest Week 87" which will be held throughout the nation Sept. 13-19 to focus on projects that protect and improve our natural resources.

In connection with Workfest Week, a manual on working with the media had been developed by Larry Marton, Special Programs Division, USDA's Office of Information, for TPIA field workers. Part of the July 29 audioconference dealt with the field manual.

A problem came up: How to get the manual to all 50 states in six days, before the audioconference?

The only reliable answer was electronic mail. This was the first time that Telemail was used to such an extent--sending a complete publication at the same time to 50 state offices of USDA. Later, copies were sent via Dialcom mail to those requesting it (following distribution of this article electronically).

To get a copy of the TPIA Workfest Week field manual, contact Larry Marton at (202) 447-8138, or Dialcom mailbox AGR202.

(7/24)

USDA'S FOOD SAFETY AND INSPECTION SERVICE NEEDS A PUBLIC AFFAIRS SPECIALIST

USDA's Food Safety and Inspection Service has an opening for a GS-11/12 public affairs specialist in its Printed Media Unit.

The person will be responsible for press relations, speeches, publications and other printed materials. In addition to meat and poultry inspection, the agency's materials deal with food safety and labeling issues.

Contact Velinda Magana at (202) 447-6617 for information on applying under Announcement No. FSIS-87-184. Applications must be received by August 24.

(7/24)

MAKE YOUR AUDIO TELECONFERENCING PLANS NOW FOR THE COMING FISCAL YEAR

According to Betty Fleming of the Video and Film Division of USDA's Office of Information, and coordinator of the USDA Teleconference Center, "it's not too early to start thinking of things that need to be accomplished by the end of this fiscal year."

Fleming says one of the ways you can make audio teleconferencing quicker to arrange is to roughly estimate your agency or division conference needs for the 1988 fiscal year and simply do a blanket purchase order with a one-page AD-845 form. This provides your federal appropriations number to bill against.

You will only be charged for the conferencing you do each quarter. If the conferences estimated and costs exceed your original estimate, you'll be notified and arrested (just kidding!). This eliminates the need for an AD-845 for each conference and makes the process simple.

If you are a regular user of the Teleconference Center, and hold conferences fairly often, you need to figure out the exact days and times you need for the coming fiscal year and check out the availability with either Dave Smyth or Flora Brown at (202) 447-2029.

The USDA Teleconference Center has more audio teleconference users than ever before, so you need to be in the scheduling book as soon as possible. It takes a blanket purchase order to do this.

(7/28)

YOU'VE BEEN WORKING FOR THE GOVERNMENT FOR HOW LONG? I DON'T BELIEVE IT!

USDA's Office of Information recently awarded some twenty employees with certificates and pins for length of service. Among them were two who should be familiar to most readers of INSIDE INFORMATION.

Stan Prochaska, chief of the Special Programs Division, was honored for 30 years of service, and Denver Browning, INSIDE INFORMATION's editor, was honored for 20 years of service.

Clarence Irby, with OI's Publishing Division, was recognized for 35 years of Federal service. Others noted for a quarter century of service or more were: Jan Proctor, Richard Butler, and Carl Fowler--30 years; John Crowley, Dave Warren, Bob Boyer, Theodosia Thomas, Christine Smith, Huguetta Jackson, Nat Pope, Richard Hill, Al Senter, and Jim Vechery--25 years.

Also awarded were: Larry Quinn, Stan Harrison, and Warren Phipps--20 years; and Sally Katt, Vic Powell, and Lynn Wyvill--10 years.

The awards were presented by Assistant Secretary of Agriculture Wilmer D. Mizell, who along with OI Director John M. McClung, congratulated the employees for their longevity. It ain't easy folks!

(7/31)

FREEDOM OF INFORMATION ACT NOW 20 YEARS OLD; USDA PROPOSES RULES CHANGE

The federal Freedom of Information Act officially turned 20 years old in July. The law, passed by Congress in 1966 and signed by President Lyndon B. Johnson on July 4, 1966, became effective one year later.

The latest proposed amendments to USDA's regulations implementing the FOI Act have been published in the FEDERAL REGISTER.

Written comments must be received by Milton Sloane, Public Affairs Specialist, Special Programs Division, Office of Information, Room 536-A, USDA, Washington, DC 20250, on or before August 27.

USDA's last amendment to its FOIA rules was October 1986. The latest proposal deals primarily with fee guidelines, to reflect the higher costs for providing certain materials and services under the law, and to incorporate new fee waiver policy guidelines issued by the U.S. Department of Justice.

(7/31)

USDA RADIO SERVICE SWITCHES TO CASSETTES, LESS COSTLY, BETTER SERVICE

Four weekly radio tape services of USDA's Office of Information are now being distributed on audio cassettes instead of 1/4-inch reel-to-reel tapes. And, the fifth service will be switched to cassettes October 1 (beginning of the new fiscal year).

Jim Johnson, chief of OI's Radio & Television Division, says budgetary considerations made the change particularly attractive.

"We will save nearly 50 percent in overall costs," he said. "The savings will come in reduced costs of materials, duplication, personnel and postage."

Before making the decision to change, the Radio & Television Division staff asked the radio stations receiving the various USDA radio tape services whether or not cassettes would be acceptable. The response was nearly 12 to 1 in favor of cassettes.

Johnson also checked with a number of ag networks, state Farm Bureau radio services and land grant universities already using cassettes to find out what their experiences were with recording quality and acceptance by stations. All indicated they were quite satisfied.

Some stations were concerned about USDA combining all four tape services on one cassette, because of the problem of cueing up a particular segment.

"We were concerned, too," Johnson said, "but Gary Crawford of our radio staff came up with a low frequency 'beep' tone that is highly audible when the cassette is fast-forwarded. This, plus a vocal countdown prior to each segment, makes it relatively easy to isolate, then cue up a particular segment."

Johnson also said stations won't be required to return the cassettes.

"This is one of the fascinating things about the switch," he said. "We can give the cassettes away and still save almost 50 percent on our overall costs."

"Besides, we learned there are problems with recording quality and cassette failure when cassettes are used over again through high-speed duplicating equipment."

If you want more information about the new cassette service, Johnson's telephone number is (202) 447-330; Dialcom mailbox is AGR007.

(7/31)
